

Trade Events

January–June 2004

DATES	EVENT	LOCATION
January 1–5	Componex–Electronic India Componex–Electronic India is the premier electronics event in India, featuring over 500 exhibitors from 16 countries and attracting more than 18,000 visitors from India and neighboring countries in Asia. The event also includes a two-day conference on electronic components, materials, and production equipment.	New Delhi, India
January 14–17	Heimtextil 2004 Heimtextil is the largest international business venue for household textiles and provides the main orientation point worldwide for home textiles and fashions. For 34 years, this trade fair has been the optimal forum for contacts and innovations, reflecting current lifestyles and setting the trends for trade, industry, and handicrafts.	Frankfurt, Germany
January 18–21	Arab Health 2004 Arab Health is the premier medical show in the Middle East. This is the 27th year this show will be held in Dubai, featuring exhibitors from more than 75 countries and attracting 8,000 to 10,000 professional visitors.	Dubai, United Arab Emirates
January 19–22	International Builders' Show This show is the largest building industry trade show in the United States and also includes the largest number of construction-related meetings, seminars, and workshops in the world. There are more than 1,000 individual manufacturers and suppliers who exhibit.	Las Vegas, Nev.
January 23–26	International Lingerie This trade show features more than 450 brands from 24 countries. More than 21,000 international visitors are expected to attend this important event.	Paris, France
January 25–29	Dental Show The Dental Show is the largest dental event in Latin America. This show is one of the best opportunities for new-to-market companies to find business partners in Brazil. The show will include a wide variety of dental hygiene products and equipment. The U.S. Department of Commerce in São Paulo will offer the Gold Key matchmaking service for U.S. exhibitors who are looking for partners in Brazil.	São Paulo, Brazil
January 28–February 1	Fitur 2004 Fitur is Spain's largest travel and tourism fair and is also the third-largest professional tourism industry fair in Europe. The event takes place in Madrid on an annual basis and provides an excellent opportunity for U.S. travel and tourism destinations and companies to gain valuable exposure in the European market.	Madrid, Spain
February 2–5	Environment and Energy Environment and Energy will focus on relieving strains on the environment in Middle Eastern and North African countries. Emphasis is being placed on clean air, water supply, waste disposal, alternative energy sources, renewable energy, health, and safety.	Abu Dhabi, United Arab Emirates
February 12–14	Baby and Kids' Fair This fair is the only international trade fair in Japan that focuses on baby and children's products and services. About 1.2 million babies are born in Japan each year, and Japan now has about 8 million babies and pre-schoolers. Last year's event featured 21 exhibitors in the U.S. pavilion.	Tokyo, Japan
February 16–18	Stadia China 2004 In order to prepare for the 2008 Olympic Games, Chinese officials have scheduled this event to attract the world's best builders and managers of stadiums and arenas. There will be 300 exhibitors from 20 countries, including 100 U.S. participants.	Beijing, China
February 24–29	Asian Aerospace 2004 Asian Aerospace is the world's second-largest air show after the Paris Air Show. More than 700 exhibitors from 36 countries were at the last show, which attracted over 23,000 visitors from 78 countries. Approximately \$3.2 billion worth of trade deals were made as a result of the show. For more information, see www.asianaerospace.com .	Singapore
March 1	Teleexpo 2004 Teleexpo is Brazil's largest and most important telecommunications and information technology event. The attendees and conference delegates are managers and directors from the telecommunications, IT, and enterprise markets, representing the largest technology buying companies. The Commercial Service in Brazil plans to organize a U.S. pavilion at the event.	São Paulo, Brazil

HIGHLIGHTED EVENTS

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U.S. MICROELECTRONICS
TRADE MISSION

SHANGHAI AND SUZHOU, CHINA
MARCH 15-19, 2004

The International Trade Administration's Office of Microelectronics, Medical Equipment, and Instrumentation is organizing a trade mission to China. This mission will center on the widely acclaimed Shanghai exhibition, Electronic China, in conjunction with Semicon China. Centering the mission on a major trade fair will allow participating firms to have individual meetings scheduled for them by the Commercial Service in Shanghai, as well as an opportunity to make additional business contacts at the exhibition.

Trade mission participants will include representatives from U.S. firms specializing in microelectronics design, manufacturing, and distribution, including semiconductor devices, integrated circuit design services, semiconductor manufacturing equipment, clean room equipment, and electronics packaging.

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INFORMATION AND COMMUNICATIONS
TECHNOLOGIES TRADE MISSION

MARCH 15-23, 2004
SINGAPORE, MALAYSIA, AND THAILAND

The U.S. Department of Commerce is organizing an information and communications technologies trade mission to Malaysia, Singapore, and Thailand. The mission will target companies in all sectors of the ICT industry. Delegation participants will be matched with potential agents, distributors, representatives, licensees, and joint venture partners in these markets.

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DATES	EVENT	LOCATION
March 12–16	Internationale Tourismus Boerse ITB is the leading travel trade fair in the world. The U.S. pavilion, with more than 250 exhibitors, makes up the largest foreign delegation at the show. Exhibitors can expect to make contact with trade visitors (tour operators and travel press) from Germany and other European countries.	Berlin, Germany
March 29–April 4	FIDAE 2004 Building on more than two decades of success as the gateway to aerospace business in Latin America, FIDAE 2004 will again present an unparalleled opportunity for aerospace and defense companies intent on establishing or maintaining strong positions in Latin America. For further information, see www.fdae.cl .	Santiago, Chile
March 31–April 2	Globe 2004 Globe 2004 provides a unique opportunity for companies to network with decision-makers from around the world. It is an excellent forum for introducing technological innovation to environmental business leaders. It is also a great venue for the dissemination of technical products such as research reports.	Vancouver, Canada
April 6–8	Medicare India 2004 With a market of \$21 billion and growing at an estimated 17 percent a year, India's health care industry is a prime target for medical and health care equipment and services. About 80 percent of India's medical equipment is imported. U.S. companies should take advantage of this opportunity to garner their share of this growing market by participating in Medicare India 2004.	New Delhi, India
April 14–17	International ICT Expo This event showcases all types of products and services for the information and communications technology industries. The fair will have more than 400 exhibitors from approximately 150 countries. Buyers' delegations will come in from mainland China as well as from other countries. This is an ideal venue for U.S. companies that are considering expanding their business by partnering with Hong Kong companies to penetrate the Chinese market.	Hong Kong
April 20–24	Expomin 2004 Expomin has rapidly become the premier mining show in Latin America and one of the largest of its kind in the world. Expomin has grown from a national event with 4,000 attendees to a major international exhibition with more than 45,000 business visitors.	Santiago, Chile
April 20–23	Food and Hotel Asia 2004 The 2002 event attracted 2,462 exhibiting companies from 67 countries, 83 percent of which were from overseas. A total of 32,931 international buyers from 93 countries visited the show. For more information, see www.foodnhotelasia.com .	Singapore
April 22–24	Southeast Asian Health Care Show This annual trade event covers a broad range of health care products and services and is especially suited for promoting hospital and electro-medical equipment and supplies, pharmaceuticals, home care, and health information technology.	Kuala Lumpur, Malaysia
May 13–16	InterZoo 2004 InterZoo is the largest trade show for the pet industry in Europe. Excellent opportunities exist for U.S. firms in this sector. For U.S. companies wishing to sell in Germany and throughout Europe, it is important to participate in this trade fair in Nuremberg. Attendance is strictly limited to qualified buyers.	Nuremberg, Germany
June 1	Surf Beach Show 2004 This event consists of three simultaneous trade fairs, with more than 300 exhibitors and almost 500 brand names represented. This event highlights the latest trends in beach, surf, and leisure wear. More than 38,000 retailers from all over the world are expected to visit. The U.S. Commercial Service in Brazil plans to organize a U.S. pavilion at the event.	São Paulo, Brazil
June 1–4	Hospitalar 2004 Hospitalar is the largest medical event in the Latin America. This show is one of the best opportunities for new-to-market companies to find business partners in Brazil. This event covers a wide variety of medical products such as rehabilitation, diagnostic products, medical equipment, medical services, home care, drugs, and pharmaceuticals.	São Paulo, Brazil

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**ENVIRONMENTAL TECHNOLOGIES
TRADE MISSION TO SOUTHEAST ASIA**
MARCH 29–APRIL 6, 2004**MALAYSIA, THAILAND, AND VIETNAM**

U.S. companies offering environmental equipment or services will not want to miss this trade mission to Southeast Asia—a lucrative growth market for environmental technologies. The event is open to U.S. firms in all environmental sectors, with special focus on air pollution, water and wastewater treatment, waste management, waste recycling, and contaminated soil remediation.

Malaysia's environmental market is estimated at \$800 million, with imported equipment totaling approximately \$270 million. The United States is Malaysia's leading foreign supplier, especially in the water and wastewater treatment sectors. Thailand's \$140–200 million environmental market is expected to grow significantly over the next year, with regulatory enforcement heavily implemented by the Royal Thai Pollution Control Department. Vietnam faces many environmental challenges stemming from industrialization, urbanization, and population growth. The country's \$450-million market for pollution control equipment and services is dominated by projects financed with overseas development assistance.

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VINITALY**APRIL 1–5, 2004****VERONA, ITALY**

Vinitaly, held annually, is the world's largest international wine and spirits show. The Foreign Agricultural Service's Trade Show Office is partnering with Veronafiore and the Foreign Agricultural Service in Rome for the first time to organize a U.S. pavilion. Vinitaly offers a great opportunity for the American wine industry to showcase its diverse and unique wines, meet Italian industry players and the large number of international visitors and exhibitors, educate European consumers and press about the wine regions of America, study the latest trends, discuss the newest technologies, and identify ways to enter European markets.

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**A full listing of trade events is available
via www.export.gov.**